

San Marcos, TX Council Workshop Presentation

July 7, 2026

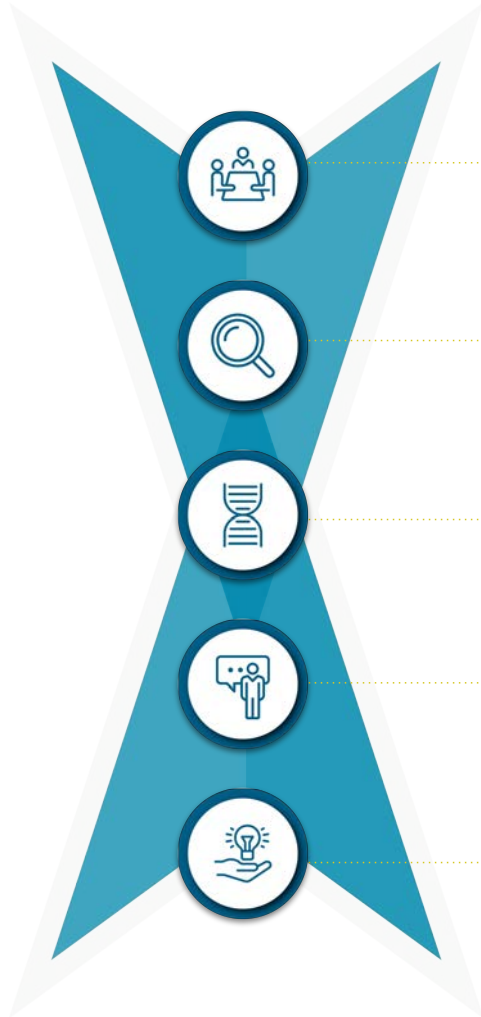


How did we uncover the brand for
San Marcos?



North Star moves from **Research**
to **Strategy** to **Creativity** to **Action**

BrandPrint Process



Stakeholder & Community Education

Insight Gathering & Research

DNA & Strategy Formation

Creative Brand & Message Development

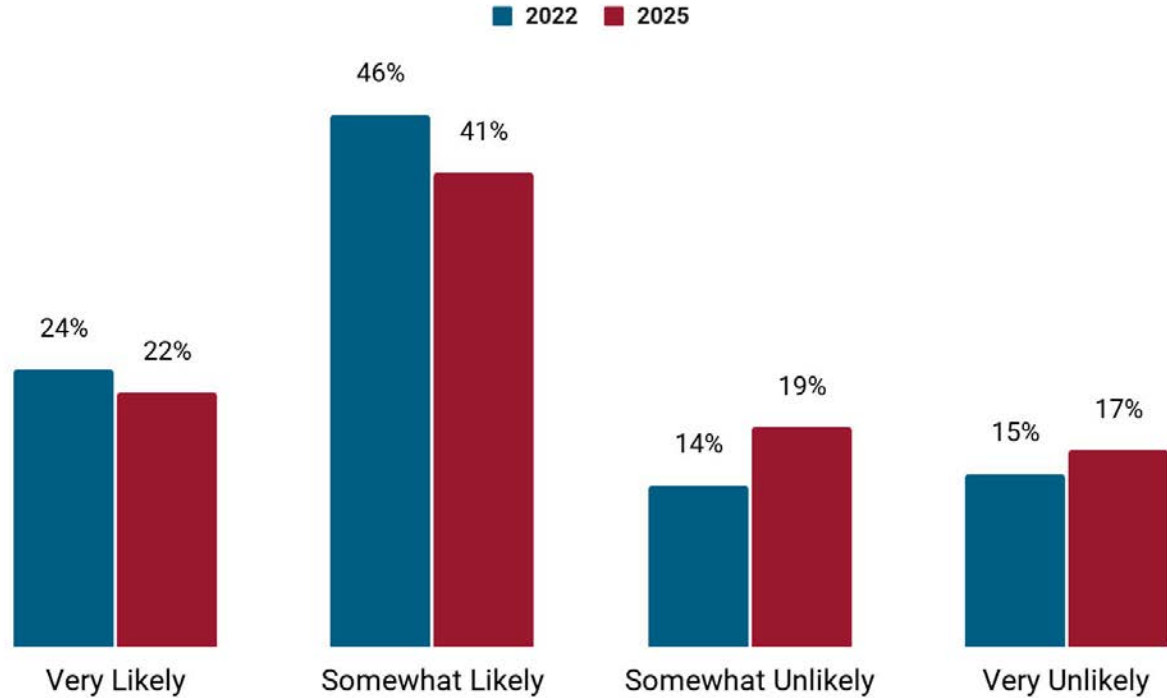
Brand Action Ideas

Research



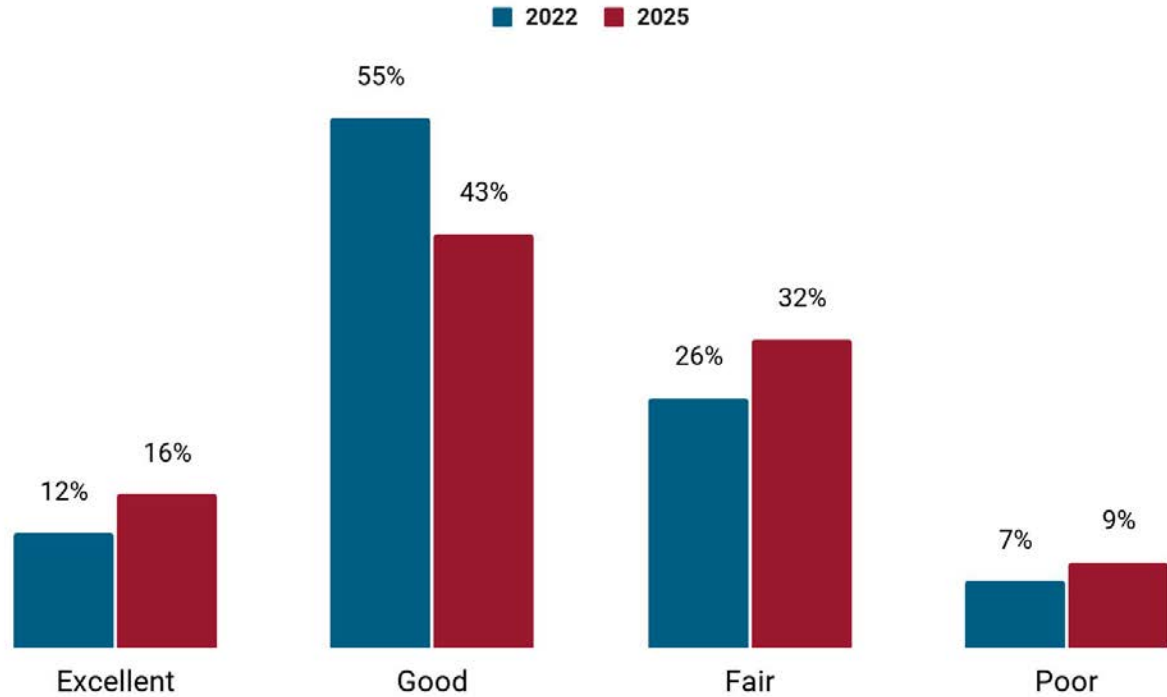
Community Survey

Please indicate how likely or unlikely you are to do each of the following:
Recommend living in San Marcos to someone who asks



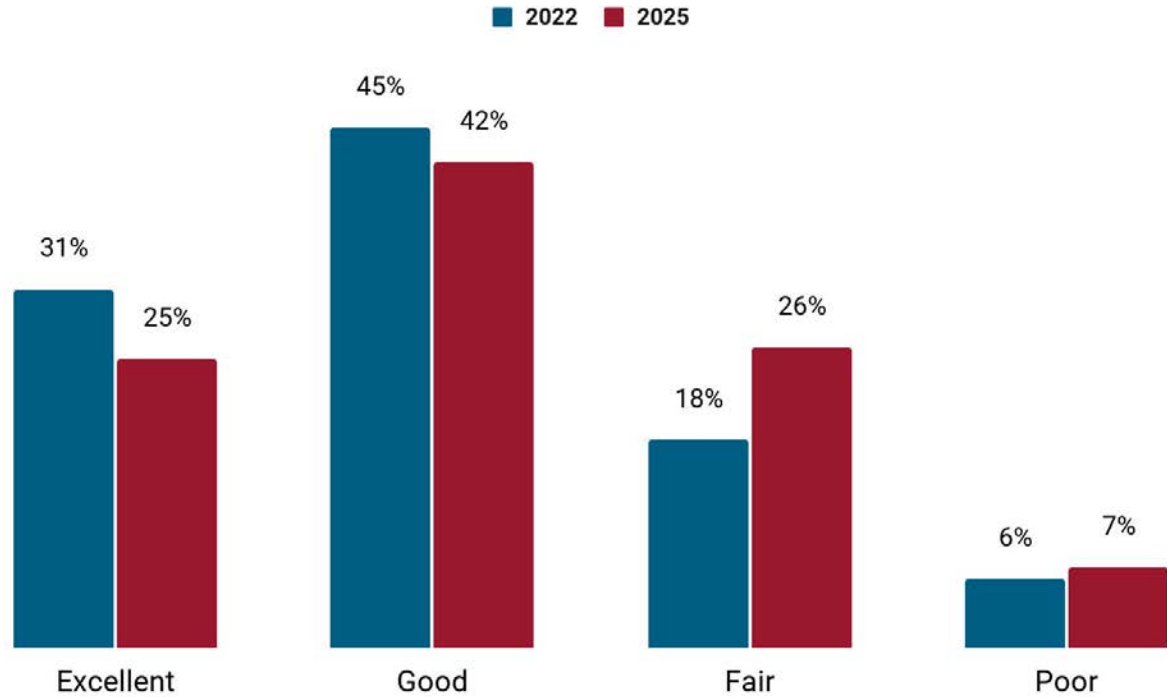
Community Survey

Please rate each of the following aspects of quality of life in San Marcos:
San Marcos as a place to live



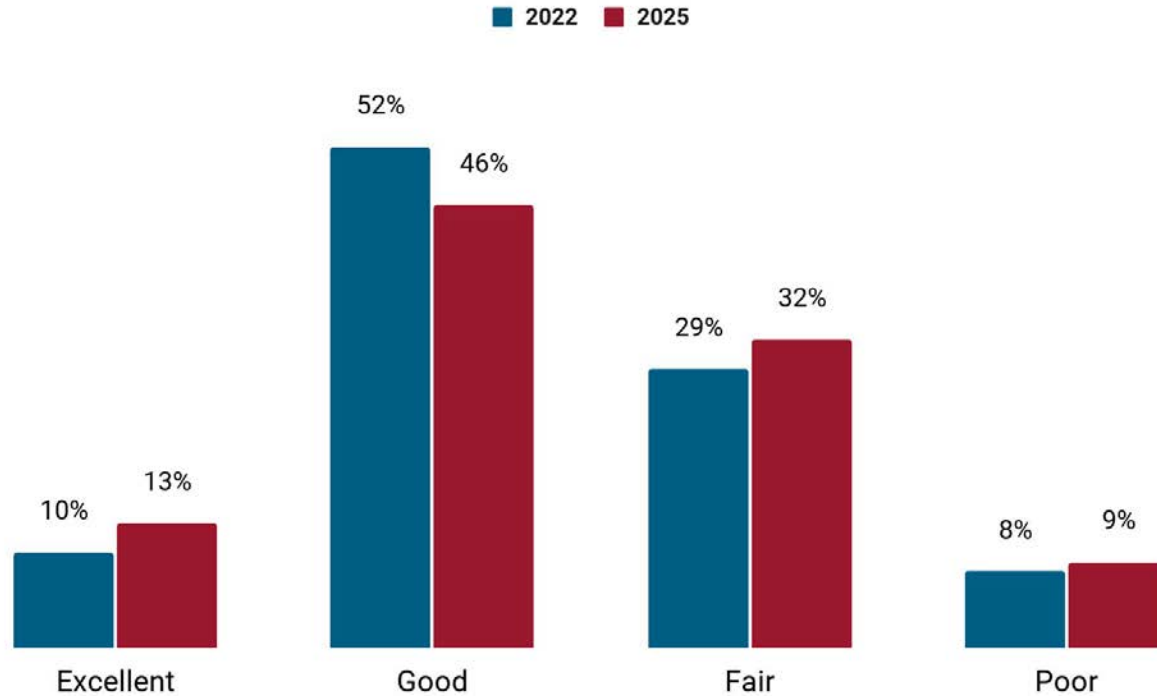
Community Survey

Please rate each of the following aspects of quality of life in San Marcos:
San Marcos as a place to visit



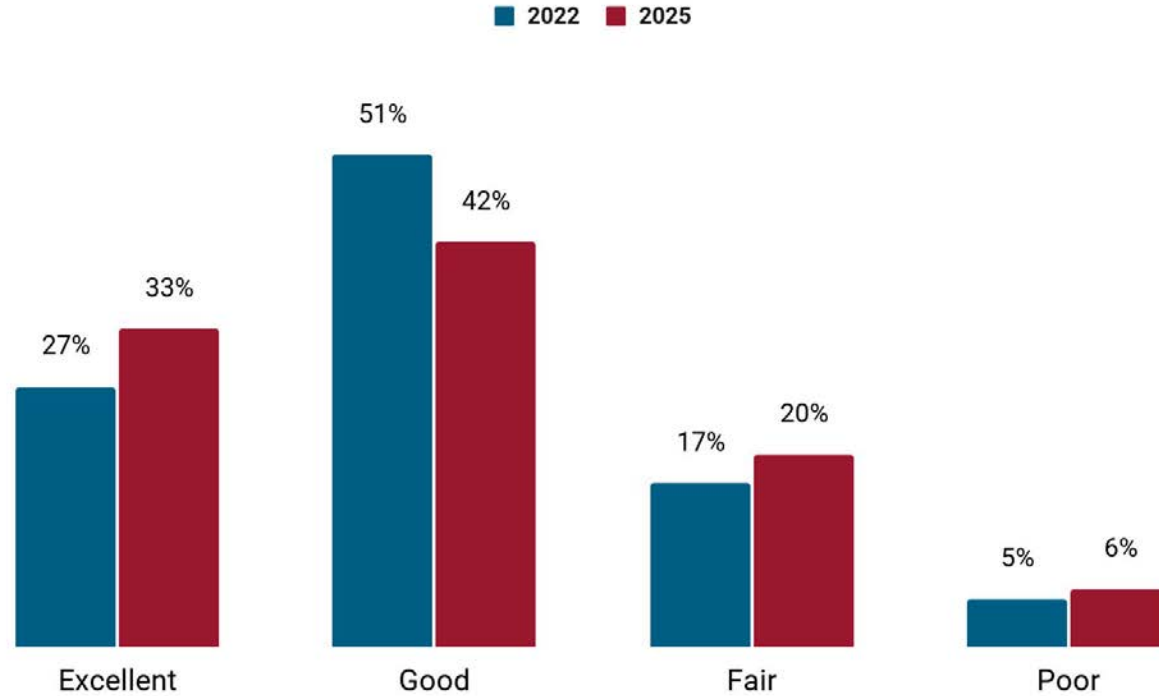
Community Survey

Please rate each of the following aspects of quality of life in San Marcos:
The overall quality of life in San Marcos



Community Survey

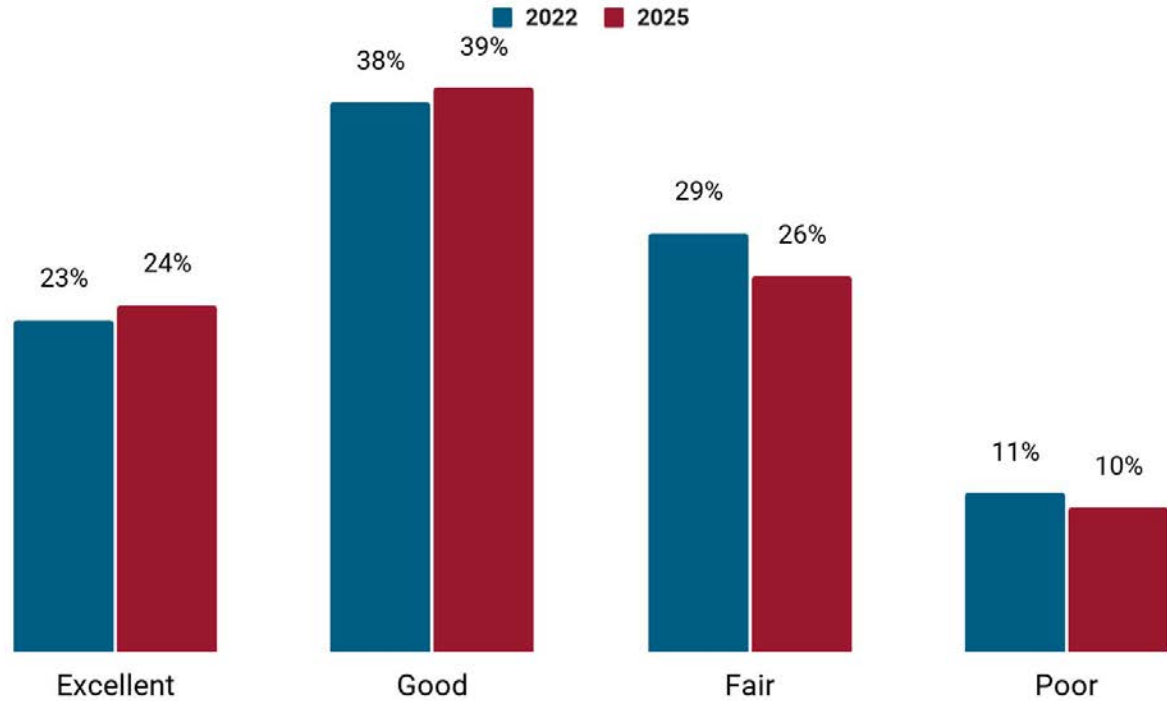
Please rate each of the following characteristics as they relate to San Marcos as a whole:
Overall quality of natural environment in San Marcos



★ Higher than Peer Community Average in 2022 NCS

Community Survey

Please rate each of the following in the San Marcos community.
Shopping opportunities



Higher than National Average + Much Higher than Peer Community Average in 2022 NCS

Strategy



San Marcos Approved DNA Platform Statement

Target Audience: *For those who value authenticity and aren't willing to settle for suburban sameness*

Frame of Reference: *San Marcos, with space to stand out between Austin and San Antonio on I-35,*

Point-of-Difference: *pairs the sparkle of its legendary springs and eclectic downtown with a dynamic mix of talent, ideas, and an indigenous history that spans more than 12,000 years*

Benefit: *where you can dive deeper—into the river, the culture, and your future.*



Logo



The logo for San Marcos, Texas, features the word "SAN" in a green, bold, sans-serif font. Below it, a blue, stylized, cursive wave-like line flows under the "S" and "A". The word "MARCOS" is written in a blue, bold, sans-serif font, with the "M" starting from the end of the blue wave. Below "MARCOS", the word "TEXAS" is written in a smaller, blue, bold, sans-serif font.

SAN
MARCOS
TEXAS

San Marcos Color Palette



San Marcos Brand Standards



PRIMARY LOGO (WITH STATE)
The backdrop of the logo with the register underneath is the preferred logo, and should be used in most circumstances.

1-COLOR VERSIONS
The 1-color version of the logo is intended for use in circumstances where a full color logo is not possible.

LOGO SAFE AREA
No other object should be placed within the safe area around the logo. The safe area is an area identified by the height of the "S" in the logo.

IMPROPER USE OF LOGO

The following are examples of improper modifications of the Preferred Logo that may reduce the integrity of the brand.

- DO NOT use any unofficial colors or any combination of colors different from those in the official color palette.
- DO NOT use the logo on graphics containing any part of the logo.
- DO NOT alter, add to or adjust any element of the logo.
- DO NOT use the logo in any other font.
- DO NOT cover the logo or use the logo behind text.
- DO NOT alter the proportions of the logo.
- DO NOT alter the logo for any other reason.

COLOR PALETTE

The color palette provides a guide for keeping a consistent color scheme within the brand. Consult the color palette shown below and work closely with professional printing services to ensure proper colors are used. The palette is intended to enhance the development of a cohesive brand. All designs should rely primarily, but not exclusively, if at all possible, on the colors within the palette.

PANTONE 2865 C	PANTONE 2865 C	PANTONE 2865 C	PANTONE 2865 C	PANTONE 2865 C	PANTONE 2865 C	PANTONE 2865 C
CMYK: 100, 0, 0, 0	CMYK: 100, 0, 0, 0	CMYK: 100, 0, 0, 0	CMYK: 100, 0, 0, 0	CMYK: 100, 0, 0, 0	CMYK: 100, 0, 0, 0	CMYK: 100, 0, 0, 0
RGB: 0, 0, 255	RGB: 0, 0, 255	RGB: 0, 0, 255	RGB: 0, 0, 255	RGB: 0, 0, 255	RGB: 0, 0, 255	RGB: 0, 0, 255
HEX: #0000FF	HEX: #0000FF	HEX: #0000FF	HEX: #0000FF	HEX: #0000FF	HEX: #0000FF	HEX: #0000FF

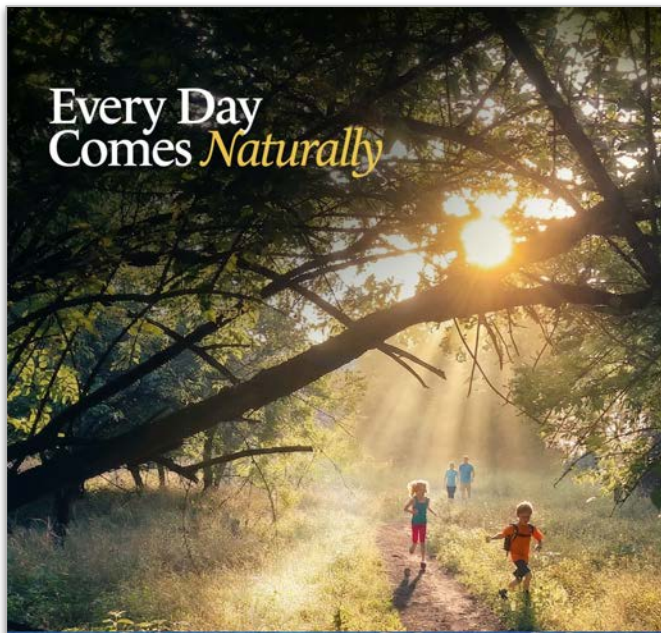
PANTONE 2865 C	PANTONE 2865 C	PANTONE 2865 C	PANTONE 2865 C	PANTONE 2865 C	PANTONE 2865 C	PANTONE 2865 C
CMYK: 100, 0, 0, 0	CMYK: 100, 0, 0, 0	CMYK: 100, 0, 0, 0	CMYK: 100, 0, 0, 0	CMYK: 100, 0, 0, 0	CMYK: 100, 0, 0, 0	CMYK: 100, 0, 0, 0
RGB: 0, 0, 255	RGB: 0, 0, 255	RGB: 0, 0, 255	RGB: 0, 0, 255	RGB: 0, 0, 255	RGB: 0, 0, 255	RGB: 0, 0, 255
HEX: #0000FF	HEX: #0000FF	HEX: #0000FF	HEX: #0000FF	HEX: #0000FF	HEX: #0000FF	HEX: #0000FF



Visual Direction






Every Day Comes *Naturally*



In San Marcos, what feels rare shows up in the everyday. Spring-fed rivers, open space, strong schools, and a welcoming community all come together with ease. So raising a family here feels like discovering something uncommon—but completely natural.

**SAN
MARCOS**
TEXAS

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What would you say about
a place where rivers glow
in vibrant colors,



where the walls
tell stories,

where Mermaids
take to the streets,



and enjoying where
you live just feels
natural.

Character Runs Deep.

San Marcos is where nature and culture don't compete—they come together in ways you don't see coming. From spring-fed waters to streets alive with expression, it's a place that turns everyday living into something richer, more connected, and genuinely your own.

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MARCOS**
TEXAS

Brand Execution Ideas

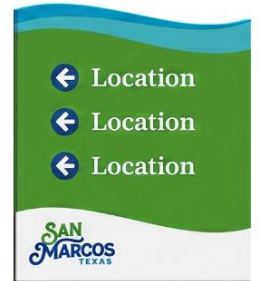
















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PRESS RELEASE

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SIGN & WISH FOR OUR NEXT 25 YEARS UNTIL OUR 200TH!

SAN
175 YEARS
MARCOS
TEXAS

MARCOS: 175 YEARS STRONG. CELEBRATE WITH US!



175 Years
San Marcos, Texas







Congratulations, San Marcos!

